

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/01 thru 11/07. (prices in dollars per carton)

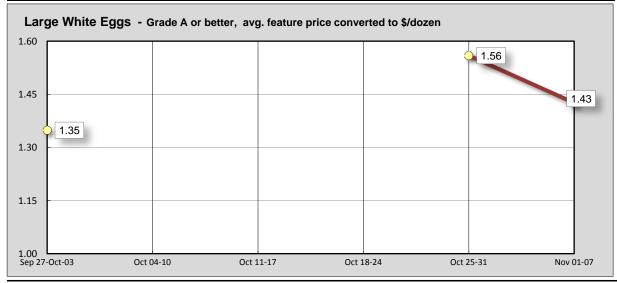
	SHELL EGG NATIONAL SUMMARY													
THIS WEEK							PREVIO	JS WEEK	(PREVIOUS YEAR				
Feature Rate		32.9% of 23,200 stores				26	.7% of 23	3,200 sto	res	28.0% of 22,500 stores				
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			1,000	1.35			1,310	1.57			130	1.12	
G	White 18 pack	160	2.50	1,690	2.49	70	2.18	260	2.44			290	2.30	
u	Brown 12 pack													
ı	USDA GRADE A													
A	White 12 pack	140	2.19	1,120	1.18	70	1.28	500	1.42	80	1.20	180	1.47	
R	White 18 pack			1,010	2.09			530	2.46			420	2.03	
	Brown 12 pack			10	1.99									
	USDA ORGANIC													
_	White 12 pack													
S	Brown 12 pack			560	4.15			420	4.56			50	5.24	
Р	OMEGA-3													
E	White 12 pack	20	2.55	1,650	2.46	170	2.58	1,340	2.63	540	2.65	2,030	2.15	
ı	Brown 12 pack			240	4.16			280	3.30			20	1.97	
١	CAGE-FREE													
A L T	White 12 pack			60	2.99	250	2.59	40	2.46			150	2.51	
	Brown 12 pack			810	2.09	40	3.99	610	2.99			450	2.95	
	VEGETARIAN FED													
	White 12 pack	60	2.50	80	2.50	30	2.99	120	2.69	50	3.49			
	Brown 12 pack	30	2.99	170	2.64	40	2.69	490	2.82	140	2.50	380	2.82	

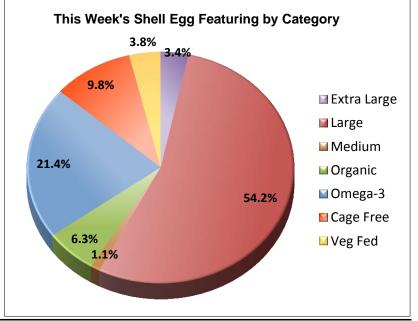
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/		
Regular	5,130	2,740	1,100	Large Eggs on		
Specialty	3,680	3,830 3,810		Oct-28-2013		
Total (includes MD)	8,910	7,050	5,160	505.1		
Special Rate 4/:	1.7%	2.3%	8.1%	up 3.2%		

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is more active than a week ago with a notable increase in promotions of Large eggs. The weighted average price of Grade A or better Large white eggs to consumers is lower. The percentage of stores offering "no price" specials to shoppers is down. Advertisements for Extra Large increase, however ads for Medium eggs are limited. Promotional activity for specialty shell eggs is slightly lower, primarily due to a drop in ads for Vegetarian fed eggs. All other specialty types maintain a constant level of visibility. Promotions of liquid eggs products are fewer in number this week.





All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

			EAST U.S. E,NH,NJ,NY,PA,RI,VT)			IEAST U.S. NC,SC,TN,VA,WV)		MIDW (IA,IL,IN,KY,MI,MI	EST U.S.	WI)		
	Feature Rate 1/ Activity Index 4	50.3% of 4,600 Activity Index = 3,2	sampled outlets 00 (includes Medium)		14.5% of 6,100 Activity Index = 88	sampled outlets (includes Medium)		21.9% of 4,200 sampled outlets Activity Index = 940 (includes Medium)				
	CLASS	EXTRA LARGE	LARGE		EXTRA LARGE	LARGE		EXTRA LARGE	LARGE			
USI	DF White 18 pack		Price Range Stores	Avg 3/	Price Range Stores Avg 3/	Price Range Sto	res Avg 3/	Price Range Stores Avg 3/	Price Range 1.25 2.69	Stores 10 10	Avg 3/ 1.25 2.69	
A	Brown 12 pack MEDIUM				White 12 pack	τ		White 12 pack				
USI				2.10		1.99 - 2.99	200 1.00 240 2.17		0.69 - 1.29 1.29 - 2.19 1.99	700 100 10	1.05 2.04 1.99	
Α	MEDIUM	White 12 pack White 30 pack	1.25 50	1.25	White 12 pack White 30 pack		20 1.15	White 12 pack White 30 pack				
S	SDA ORGANIC White 12 pack Brown 12 pack		3.50 - 4.99 560) 4.15								
C	White 12 pack Brown 12 pack		1.99 - 3.00 1,110 2.99 - 4.98 90	2.43) 4.44	2.59 10 2.59	2.00 - 3.00	370 2.61		1.88 - 2.50	60	2.18	
L	White 12 pack Brown 12 pack			2.99 3.79		3.59	40 3.59		2.48 - 2.99	30	2.73	
Y	EGETARIAN FED White 12 pack Brown 12 pack	2.99 30 2.99	2.50 - 2.66 170) 2.50) 2.64					2.48	20	2.48	
			ENTRAL U.S A,MO,NM,OK,TX,UT)			WEST U.S. ,HI, NV)			WEST U.S. ,OR,WA,WY)			
	Feature Rate 1/	34.8% of 4,200	sampled outlets		47.3% of 2,900	sampled outlets		56.5% of 1,200	sampled outlet			
	Activity Index 2/		00 (includes Medium)	1.05	Activity Index = 1,6	00 (includes Medium	•	Activity Index = 79	•		4 40	
USI GRA	DE Brown 12 pack) 1.25) 2.30	2.50 160 2.50		290 1.46 780 2.72		1.25 - 1.50 1.99 - 2.69	200 390	1.42 2.25	
USI	White 12 pack White 18 pack			1.21	White 12 pack	1.19 - 1.50	30 1.26	White 12 pack				
GRA A		White 12 nack			White 12 pack White 30 pack			White 12 pack White 30 pack				
S	ISDA ORGANIC White 12 pack Brown 12 pack											
C	White 12 pack Brown 12 pack GAGE-FREE			2.50		3.99	70 3.99		1.99	10	1.99	
L	White 12 pack Brown 12 pack EGETARIAN FED		2.66 110	2.66		2	270		2.66 - 2.99	190	2.79	
ľ	White 12 pack Brown 12 pack		ook Boultry & Crain Mr	wkat Na	(E4E) 204 4474 http://	hanna and a say	AMS:4 O/I	DSMorketNows Dogo			2 of 3	

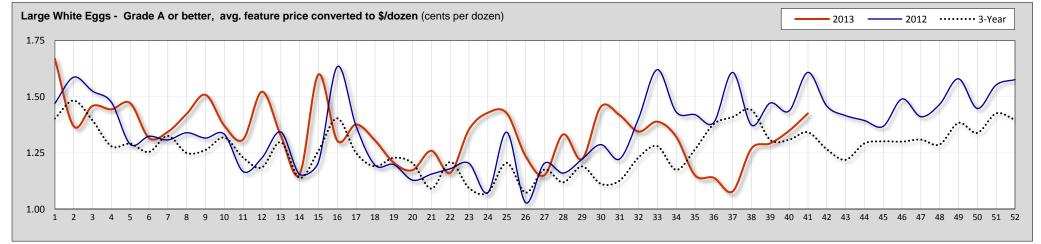


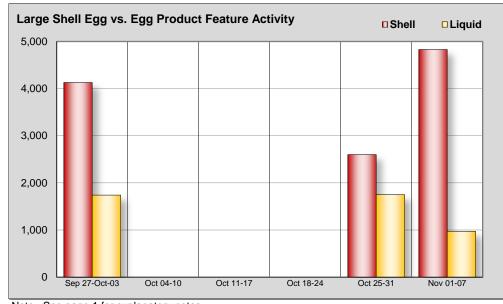
USDA Weekly Retail Shell Egg and Egg Products Feature Activity

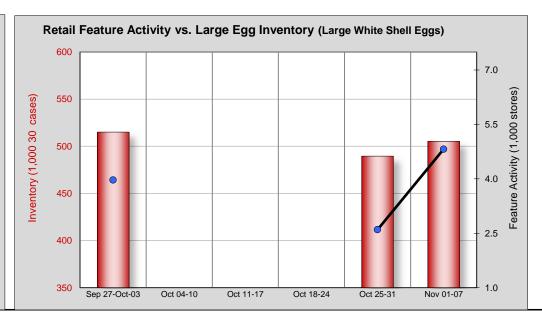
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/01 thru 11/07.

(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST LAST WEEK YEAR		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	5.7%	8.3%	5.4%	18.5% of 4,600 sampled		2.7% of 6,100 sampled		5.3% of 4,200 sampled		1.7% of 4,200 sampled		0.0% of 2,900 sampled		0.7% of 1,200 sampled	
2/ Activity Index	970	1,750 1,060		Activity Index = 490		Activity Index = 360		Activity Index = 80		Activity Index = 30		Activity Index = 0		Activity Index = 10	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	740 2.63	450 2.56	760 2.27	2.00 - 3.49	340 2.75	1.99 - 2.89	320 2.59	1.97 - 2.50	40 2.23	2.29	30 2.29			2.50	10 2.50
32 oz. crtn	210 4.45	1,250 3.75	300 4.54	3.99 - 4.99	150 4.23	4.99	40 4.99	4.99	20 4.99						
3 - 4 oz. cup	20 2.50	50 2.31						2.50	20 2.50						
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.